

Abstract

Diploma thesis „Leaving of Czechoslovak democracy giants; comparison of media images of Tomas Garrigue Masaryk's and Vaclav Havel's death and funeral in Czech Press“ aims to compare the media images of the presidents' death and funeral in broadsheet and tabloid newspapers of that time. In this matter, media analyzed the lives of these great personalities, their work, political views, their acceptance and renown abroad, their merits and their critical reception as well.

The study itself is divided into two main parts. The first one being the theoretical part informs about the political and social context of the time in which Tomas Garrigue Masaryk and Vaclav Havel lived and worked and it discusses their personalities in more details. Furthermore, the methodology used in the thesis is included in this section as well, representing and explaining the method of the media research.

In the second practical part, the thesis provides the characteristics of the chosen broadsheet and tabloid newspapers – Lidove noviny, Poledni list and Blesk. By using qualitative analysis the thesis seeks to determine how media presented the presidents at that time. On one hand it attempts to illustrate the parallels that linked these two personalities, on the other hand it endeavours to describe how their images differed. Moreover, the analysis includes the comparison of the language tools which were used in connection with the media image of both presidents.